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WRAP5



HOW-TOS, TUTORIALS and INSIDER INFO

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ON THE COVER:

Ink Monstr in Denver has always been on the forefront of finding unique applications and uses for our industry's standard media, such as for this parking garage in downtown Denver. Image courtesy of Ink Monstr.





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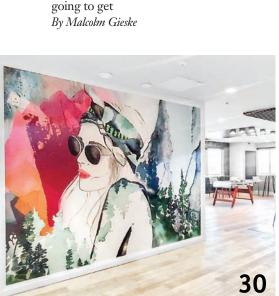
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'Yes, and ...'



Matt Dixon is the editor of *WRAPS* and managing editor of *GRAPHICS PRO* magazine. He can be reached at mdixon@nbm.com

BY MATT DIXON HIS YEAR'S WRAPS MAGAZINE comes at a time when there is a lot of hope in the industry. We're coming back from a year marked by shutdowns and restarts and more focus on hygiene than we've had since middle school health class.

It was a year that saw shops go into overdrive on expanding their business practices to meet the changing demands of their clients. Luckily, that's pretty much been what the wraps industry has always been about. For the more than two decades that this rapidly maturing industry has existed, change has been pretty standard. Shop owners have become experts on the old improv-comedy trope, "Yes, and ..."

I give funny looks to people who ask that we look at the bright side of a pandemic, so I won't use that term. But I will say that with such a challenge comes opportunity, and that's what shops are looking forward to this year and into the future as we ramp back up to normalcy.

It remains to be seen what practices from the pandemic will remain after life returns to normal, but it's safe to say that the popularity of floor graphics, anti-microbial surfaces and acrylic dividers won't be going away soon.

In this year's issue of WRAPS, we cover a wide range of tips, techniques, and business advice to help your shop be prepared for the next wave of change, in whatever form it may take. Along with our normal features, we also include a section of handy information brought to you by our advertising partners.

And lastly, be sure to check out page 58 for information on this year's WRAPSCON. This year's event takes place June 15-17 at the Indiana Convention Center, where the best graphics installers and leading manufacturers and distributors in the business will come together under one roof, with a national audience of installers, to share tips and tricks, install techniques, and the latest products to boost this rapidly growing market.



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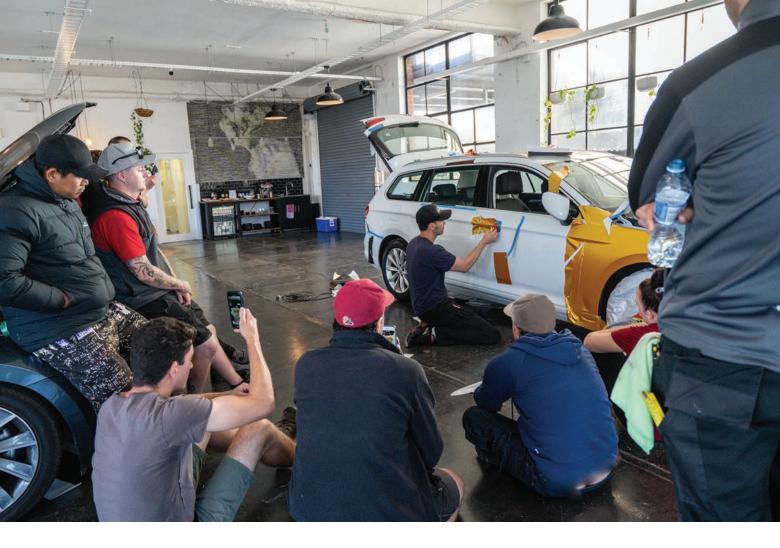
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RAPS magazine welcomes you to the 2021 edition of the State of the Wraps Industry report. We conducted a survey of hundreds of wraps professionals across the country to take the pulse of the industry and get an idea of where it is headed. From the responses we received this year, it's clear that businesses are digging out after a tough economic climate and that shops are mostly enthusiastic that a major rebound will happen after a year marked by mandatory shutdowns due to COVID-19.

SURVEY METHODOLOGY

For the purpose of this survey, the wraps business is defined as a shop or individual who designs, prints and/ or installs wraps or vinyl graphics. Participating shops vary in size, and in how exclusively they focus their operations on wraps. This survey was sent in February and March 2021 via email to 99,039 subscribers of *GRAPHICS PRO* magazine. The survey was also included in electronic newsletters and social media through February and March 2021 for *GRAPHICS PRO*.

This survey was conducted via electronic mail through SurveyMonkey. com and complied with all CAN-SPAM act laws and NBM privacy policy as found here: https://www.nbm.com/privacy-statement. *GRAPHICS PRO* and *WRAPS* subscriber databases and all survey recipients were provided the same version of the survey. A total of 217 responses were received and no less than 134 responses were received on any one question. Some survey totals equal more than 100% because readers check all of the categories that apply.

All statistics and statements found is this report are based upon survey findings. \mathfrak{D}

OUTLOOK

Our survey respondents indicated that **68%** expected increased revenue this year, with **11%** of those respondents saying they expected greatly increased revenue.

Increase significantly 11% Increase 57% Stay the Same 24% Decrease 4% I don't know/l prefer not to answer 4%

Managing Editor

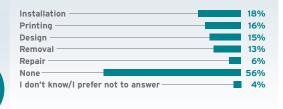
REVENUES

Survey respondents said that full graphic wraps and partial wraps were the backbone of revenue generation for wrap shops. **34%** of shops said full graphic wraps were their top revenue generator, while **32%** said the majority of revenue came from partial wraps.

TYPES OF VEHICLE JOBS YIELDING HIGHEST REVENUES Full Graphic/Skin 34% Partial Wrap 32% Simple Decal 17% Complete Color-Change Wrap 6% Color Change/Skin 3% I don't know/I prefer not to answer 8%

OUTSOURCING AND STAFF

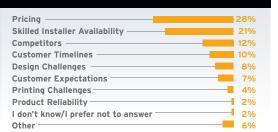
The majority of shops responded that they did no outsourcing of any services. 18% of shops outsourced installation and 16% outsourced printing services. The survey also shows that 40% of shops have a single full-time wraps



CHALLENGES

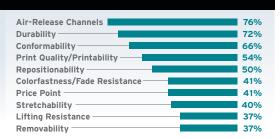
installer on staff.

28% of our survey respondents said pricing is their top challenge, followed by difficulty finding trained installers at 21% and heavy competition at 12%.



WRAP MEDIA

The survey found that wrap shops reported air-release channels (76%), durability (72%), and conformability (66%) were the most important factors when selecting media for a project.



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Training and Certification Opportunities

ITH THE PANDEMIC disrupting business across the country, it can be difficult to track down the educational resources you need for things like certifications and training. The best way to find what you're looking for is to contact resources directly to determine when and where classes might be taking place. "Installers are still looking for manufacturers and industry leaders to continue to be a source of information and training in a post COVID-19 business environment," says Destiny Rotuno, project

manager for Avery Dennison Graphics Solutions. "We recommend installers take advantage of every learning opportunity possible. Look for product and installation training that also includes adapting business practices, leading a team, keeping skills sharp, and staying vigilant with federal and state guidelines. Sign up for webinars, watch the videos, ask questions to manufacturers and fellow installers. We know this industry will overcome the current challenges and encourage everyone to be prepared for what lies ahead."

HERE IS A LIST OF COMPANIES AND PROGRAMS YOU CAN LOOK INTO TO MAKE SURE YOU AREN'T FALLING BEHIND ON YOUR EDUCATION AND CERTIFICATIONS:

3M Commercial Graphics

http://gpro.link/3mtraining

Arlon

http://gpro.link/arlontraining

Avery Dennison Wrap Classes & Certification

http://gpro.link/averytraining

Digital EFX

http://gpro.link/digitalefx

HEXIS Americas Training Center, Courses & Certifications

http://gpro.link/hexistraining

Geek Wraps University

http://gpro.link/geekwraps

Lowen Certifed/3M Preferred

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The Final Touch





REED SILBERMAN

Wall wraps for new construction



Reed Silberman is the Founder/CEO of Denver-based Tnk Monstr.

ver the past two decades we have seen exciting growth in the digital printing world. Technology in equipment as well as materials has made more possible than ever. I remember 20 years ago using water-based printers and calendered, non-air release vinyl to wrap

Ink Monstr added a significant amount of color to this downtown Denver parking structure. All images courtesy of lnk Monstr.

vehicles. One of the growth areas I am most excited about is the education to the general public about what wraps are and what's possible. In my opinion, the awareness about what you can wrap, and how creative you can be with new materials has grown tremendously in recent years. When I started Ink Monstr our slogan was, "We can wrap anything," and we have been educating people about what's possible with wraps ever since.

Ink Monstr has always been in the forefront of finding unique applications and uses for our industry's standard media. We are known for our large-scale projects like using building wraps to cre-

> ate artistic murals. One thing I pride myself on is knowing the properties and characteristics of materials, knowing what's possible with them, and finding new

applications and uses for them. We focus on utilizing the tools we have to stand out and create something different. From building wraps, wrapping exotic cars and having graffiti artist paint on the vehicle to create a one-of-a-kind art piece, printed dry erase media to create experiential artistic activations, to residential and commercial decor wall coverings - Ink Monstr does it all.

As a business owner, I have to constantly think of ways to separate myself from my competition. One of the ways I do this is by bringing originality and vibrant life to a variety of blank canvases. This concept and application has really taken off, and it has been our focus for many years. I spend a lot of time educating general contractors and interior designers on how wall wraps can greatly impact their commercial and residential new construction projects. Not only does it offer their client a fully customizable



When it comes to using wraps to show off art exhibits, who says your wraps can't be just as alluring

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